REMARKS

This communication responds to the Final Office Action dated June 18, 2010. Claims 1, 16, and 18-20 are amended. Claims 5 and 17 were previously canceled, and no claims are currently canceled. Claims 22-30 are newly added. As a result, claims 1-4, 6-16, and 18-30 are now pending in this Application. The amendments are fully supported in the specification as originally filed, for example, at paragraphs [08]-[11], [45]-[47], [52], [54], [61], [68], [73], [87] and [88]. Thus, no new matter has been introduced.

The Rejection of Claims Under § 102

Claim 16 was rejected under 35 U.S.C. § 102(e) as allegedly being anticipated by Bauer et al. (U.S. Publication No. 2003/0216969, hereinafter "Bauer"). With the amendments to independent claim 16, this rejection is respectfully traversed.

Amended independent claim 16 recites, in pertinent part,

> associating at least one fade out indicator with the selected master data such that the at least one fade out indicator indicates a frequency of the selected master data being accessed or modified for a certain time period;

> updating the at least one fade out indictor, based on a change in a condition of an object corresponding to the selected master data.

The undersigned respectfully submits that Bauer does not show these elements recited in amended independent claim 16.

The Final Office Action seems to assert at p. 2, last second line through p. 3, line 6, that the "shelf life", the "expiration date" or the "useful life" of an item in Bauer is equivalent to the (at least one) fade out indicator recited in independent claim 16, without amendment. *See also* Final Office Action at pp. 15-16, Response to Arguments section. The undersigned respectfully disagrees. The claimed fade out indicator is different from and unanalogous to the shelf life, the expiration data or the useful life in Bauer. Independent claim 16 has been amended to emphasize this difference.

Bauer explicitly teaches that the "shelf life may be a period of time that an item may be allowed to be included in item inventory." Bauer at paragraph [0040]. Further, "[s]helf life information may represent an approximate useful life of an item, which may be determined from an expiration data for certain types of items . . . shelf life may represent a usual turnover time for the item, regardless of its useful life or expiration date." Bauer at paragraph [0098]. Bauer does not, however, teach that the shelf life in Bauer indicates the frequency of master data corresponding to the item being accessed or modified for a given time period. Therefore, Bauer fails to show "associating at least one fade out indicator with the selected master data *such that the at least one fade out indicator indicates a frequency of the selected master data being accessed or modified for a certain time period,*" as recited in amended independent claim 16.

In addition, given that the shelf life in Bauer simply represents an expiration date or a turnover date of an item, and not the frequency of associated master data being accessed or modified for a given time period, the calculation of a reduced shelf life of the item, such as milk, in Bauer is not equivalent to the claimed elements, namely, "updating the at least one fade out indictor, based on a change in a condition of an object corresponding to the selected master data," as asserted in the Final Office Action. The undersigned is unable to find any such teaching as the aforementioned claimed elements within the bounds of Bauer.

For at least the reasons stated above, the undersigned respectfully submits that Bauer fails to show all the elements recited in amended independent claim 16, and that this claim is in condition for allowance. Thus, it is respectfully requested that the rejection of independent claim 16 under 35 U.S.C. § 102(e) be reconsidered and withdrawn.

The Rejection of Claims Under § 103

Claims 1-4, 6-8, and 18-21 were rejected under 35 U.S.C. § 103(a) as allegedly being obvious in view of Bauer and Horwitz et al. (U.S. Publication No. 2003/0083964, hereinafter, "Horwitz"). With the amendments to independent claims 1, 16, and 20, this rejection is respectfully traversed.

Amended independent claim 1 recites, in pertinent part,

> the master data management system configured to associate at least
> one fade out indicator with the selected master data such that the at

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> least one fade out indicator indicates a frequency of the selected
> master data being accessed or modified for a certain time period,
> and
>
> the master data management system configured to update the at
> least one fade out indicator based on a change in a condition of an
> object corresponding to the selected master data.

Similar elements are recited in amended independent claim 20. These claimed elements are similar to the aforementioned elements of amended independent claim 16, which was discussed in the preceding section. Thus, for at least the same reasons as independent claim 16, the undersigned respectfully submits that Bauer does not show these elements recited in amended independent claim 1.

Horwizt was cited to allegedly remedy the deficiency of Bauer with respect to using the detailed information as recited in independent claim 1, without amendment. *See* Final Office Action at p. 5, lines 10-17. Horwizt does not, however, supply the aforementioned elements of amended independent claim 1 that are missing from Bauer. The undersigned is unable to find any such teaching within the bounds of Bauer or Horwizt, alone or in combination.

These arguments in support of the patentability of claim 1 similarly apply to amended independent claim 20, which has similar recitations.

For at least the reasons stated above, the undersigned respectfully submits that neither Bauer nor Horwizt, alone or in combination, teaches or suggests all the elements recited in amended independent claims 1 and 20, and that these claims are in condition for allowance. Thus, it is respectfully requested that the rejection of independent claims 1 and 20 under 35 U.S.C. § 103(a) be reconsidered and withdrawn.

Claims 2-4, 6-8, 18, 19, and 21 depend from their respective independent claims 1 and 16, and include additional, patentable subject matter. Thus, for at least the same reasons as independent claims 1 and 16, it is respectfully requested that the rejection of claims 2-4, 6-8, 18, 19, and 21 under 35 U.S.C. § 103(a) also be reconsidered and withdrawn.

Claims 9, 10, and 12 were rejected under 35 U.S.C. § 103(a) as allegedly being obvious in view of Bauer, Horwitz and Nicastro et al. (U.S. Publication No. 2002/0073114, hereinafter "Nicastro"). Claims 9, 10, and 12 depend from independent claim 1, and include additional,

patentable subject matter. Nicastro was cited to allegedly remedy the deficiency of the combination of Bauer and Horwitz with respect to using the identifier based at least on user-determined parameters. *See* Final Office Action at p. 11, lines 15-22. Nicastro does not, however, supply the aforementioned elements of amended independent claim 1 that are missing from Bauer and Horwitz. The undersigned is unable to find any such teaching within the bounds of Bauer, Horwizt or Nicastro, alone or in combination. Thus, for at least the same reasons as independent claim 1, it is respectfully requested that the rejection of claims 9, 10, and 12 under 35 U.S.C. § 103(a) also be reconsidered and withdrawn.

Claim 11 was rejected under 35 U.S.C. § 103(a) as allegedly being obvious in view of Bauer, Horwitz, Nicastro and Cesar et al. (U.S. Patent No. 6,172,596, hereinafter "Cesar"). Claim 11 depends from independent claim 1, and includes additional, patentable subject matter. Cesar was cited to allegedly remedy the deficiency of the combination of Bauer, Horwitz and Nicastro with respect to using the multi-level data storage hierarchy. *See* Final Office Action at p. 13, lines 16-22. Cesar does not, however, supply the aforementioned elements of amended independent claim 1 that are missing from Bauer, Horwitz and Nicastro. The undersigned is unable to find any such teaching within the bounds of Bauer, Horwizt, Nicastro or Cesar, alone or in combination. Thus, for at least the same reasons as independent claim 1, it is respectfully requested that the rejection of claim 11 under 35 U.S.C. § 103(a) also be reconsidered and withdrawn.

Claims 13-15 were rejected under 35 U.S.C. § 103(a) as allegedly being obvious in view of Bauer, Horwitz, Nicastro and Seelinger (U.S. Publication No. 2002/0087554). Claims 13-15 depend from independent claim 1, and include additional, patentable subject matter. Seelinger was cited to allegedly remedy the deficiency of the combination of Bauer, Horwitz and Nicastro with respect to using the globally unique identifier. *See* Final Office Action at p. 14, lines 15-22. Seelinger does not, however, supply the aforementioned elements of amended independent claim 1 that are missing from Bauer, Horwitz and Nicastro. The undersigned is unable to find any such teaching within the bounds of Bauer, Horwizt, Nicastro or Seelinger, alone or in-combination.

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Thus, for at least the same reasons as independent claim 1, it is respectfully requested that the rejection of claims 13-15 under 35 U.S.C. § 103(a) also be reconsidered and withdrawn.
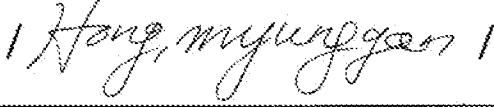
CONCLUSION

The undersigned respectfully submits that the claims are in condition for allowance, and notification to that effect is earnestly requested. The Examiner is invited to telephone the undersigned at (612) 371-2151 to facilitate prosecution of this application.

If necessary, please charge any additional fees or deficiencies, or credit any overpayments to Deposit Account No. 19-0743.

Respectfully submitted,

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CERTIFICATE UNDER 37 CFR 1.8: The undersigned hereby certifies that this correspondence is being filed using the USPTO's electronic filing system EFS-Web, and is addressed to: Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this 20th day of September 2010.

Dawn R. Shaw

/Dawn R. Shaw/

Name   Signature